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NEIGHBORHOOD & BUSINESS
IMPROVEMENT DIVISION

April 14, 2016

Ms. Holly Wolcott
Office of the City Clerk
200 North Spring Street, Room 224
Los Angeles, CA 90012

1st Quarter Report, January 1- March 31, 2016

Dear Ms. Wolcott,

On behalf of the Board, I would like to present the first quarter report and financial expenditures as required by the Administrative Agreement between the City of Los Angeles and the HOLLYWOOD MEDIA DISTRICT PROPERTY OWNER'S ASSOCIATION.

1st QUARTER ACTIVITIES

1. **SECURITY:** For this quarter Universal Protection Services (UPS) continued with unarmed foot, bike and vehicle patrols, providing 24-hour security 7-days a week. Security Patrol Officers responded to nearly 1600 constituent calls regarding nuisance or threatening individuals, and had called LAPD Hollywood Division many times for assists. Reports were made of patrol findings on a daily basis, and reports given at a regular monthly Safety Committee meeting. Bi-monthly Business Watch meetings were held in conjunction with the Hollywood Police Department. Also as of mid-March, Capt. John Irigoyen resigned as the BID's head of patrols and Cesar Acevedo became the new Captain. Acevedo has been working for the BID for the past nine years. UPS continues to provide bike patrol, as well as patrol in a vehicle owned by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the District. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the District. LAPD continues to monitor the five video surveillance cameras placed throughout the BID. The BID continues to pay for a maintenance contract with Metro Video Systems for these surveillance cameras.

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2. **MAINTENANCE:** For this quarter Los Angeles Beautification Team (LABT) continued providing the following services: emptying trashcans, cleaning and removing all trash and debris from sidewalks, parkways, gutters, driveways and tree wells. LABT also removed stickers and painted over graffiti on buildings, trees, poles, utility bases or other surfaces on a daily basis. For this quarter LABT picked up and removed 3640 bags of trash, painted out 11,246 sq. ft. of graffiti, and picked up and removed 270 bulky items. Pressure washing bus stops as well as sidewalks throughout the District. Reports are given at a regular monthly Clean Committee meeting.
3. **MARKETING:** Informative updates and maintenance of the current website continued and an RFP for a new website design has been released. The Media Messenger quarterly newsletter had been mailed to our property owners as well as many other stakeholders. The scope and implementation of the Media District's MTA Call for Projects Grant is ongoing.
4. **ADMINISTRATION:** The BID's in-house accounting has been converted to QuickBooks Online. This will allow for better control and tracking of our annual budget and will aid in prioritizing our needs to better serve the District. Financial reports are given at the regular monthly Board meetings. New Executive Director Lisa Schechter has been studying various issues and matters concerning the organization.



Budget Category	Annual Budget	1st Quarter Amount Spent	Y-T-D, 2016 Amount Spent	Projected 2nd Qtr, 2016 Spending
Security	730,619	188,963	188,963	184,746
Maintenance	250,000	78,943	78,943	70,036
Marketing	43,518	1,058	1,058	270
Administration	179,660	73,148	73,148	69,619
Total	1,203,797	342,112	342,112	324,671

Should you have any questions regarding the foregoing, please do not hesitate to contact me at (323) 860-0025.

Sincerely,

Lisa Schechter
Executive Director
Hollywood Media District